

WILHELM PFITZER Ltd.

EUROPE'S LEADING GLADIOLUS BREEDERS **STUTTGART**
(GERMANY)

List Nr. 330



GLADIOLUS NOVELTIES

Autumn 1932 ★ Spring 1933

Pfizers Gladiolus-Novelties of 1932

The following Gladioli have never been offered to the trade before and are our own „Pfizers originations“

Arabella. Color a glossy dark purple, almost black and the darkest yet introduced. A very large flowered variety with florets of heavy texture; 14—16 buds with six open at a time carried on long strong stems; strong healthy grower, late bloomer taking 120 days to flower. A remarkable exhibition variety and one which is quite new in its color class.

DO X. A.M.H.*) Color amber yellow with two lobe petals sulphur to almost gold. The flowers are of good substance, fine form and are excellently placed on long, strong spikes. A mid-season variety of strong healthy growth and the largest yellow gladiolus in commerce.

Johann Strauss. A.M.H., A.M.A. Color salmon pink to peach red with a harmonizing creamy Neapolitan yellow throat. The wing petals of the flowers are very broad and of heavy substance. A strong healthy variety which propagates quickly, invites attention and flowers in about 100 days.

Märchen (Fairy Tale) A.M.H. Color a soft La France pink and of the purest shade imaginable. The florets, which are over 6-ins in diameter, are of good substance and well placed on strong stems. This variety which is a strong grower, flowering in about 100 days, secured the „Blue Ribbons“ at the 1931 Dutch Gladiolus Exhibition, Haarlem, for being the best variety in the Show and also the best seedling not then in commerce. „Märchen“ was the talk of the day and was praised by many important European journals.

Max Reger. Color a light lavender blue with darker throat markings ending in small sharp almost white points, giving the flower the semblance of a beautiful blue butterfly. This variety which is more graceful and attractive in appearance than any we know, is doubtless the best in its color class and was a big favorite with the majority of visitors to our gardens this year.

Sonate. Color Atlas rose with small cherry-red blotches. The florets are exceptionally large having very broad petals, are strongly attached to the stems which grow to a height of 6ft 6-ins and withstand practically any weather conditions. This variety which flowers in 90-95 days, is recommended for cut-flower purposes and a wonderful future is predicted for it.

For prices see page 7

*) See foot-note next page

Pfizers Gladiolus-Novelties of 1931

The following Gladioli have been offered to the trade for the first time autumn 1931 and are our own „Pfizers originations“

Johann Sebastian Bach. A.M.H., C.T. *) This Gladiolus is an exquisite very earlyflowering exhibition variety. Color fine orange salmon, somewhat lighter in the throat, with white median lines on each petal which help to beautify the appearance of the flower and spike. The wide open florets of good substance are well placed on a tall strong spike carrying 10—12 flowers open at a time. Strong grower.

Gate of Heaven (Himmelstor). A.M.H., A.M.A., C.T., C.Ist.H. A wonderfully strong pure yellow variety, in many respects outstanding and the richest and deepest large-flowered yellow Gladiolus we have ever had the privilege of introducing. Color very rich pure yellow and the florets which are well spaced, are beautifully ruffled, large and of good substance. This Gladiolus with us is a good „all-weather“ variety, a strong grower and an excellent propagator. In view of the fact that really first-class yellow large flowered varieties are always in demand we feel confident that „Gate of Heaven“ will prove to be a most desirable acquisition in its color class.

Seestern. A.M.H., C.T. Color fine light salmon pink with effective orange scarlet blotches, feathered light yellow, on the lower petals. This variety is a seedling from „Trudel Groß“ and the florets which are well placed, of good substance and size, open 6—8 at a time. „Seestern“ is a strong grower and good producer and as every spike possesses the qualities necessary for the cutflower trade we feel confident it will become an excellent and reliable variety for this purpose.

Star of Bethlehem. A.M.H. A pure white Gladiolus which, in its colorclass, is probably the largest variety in existence. Color snow-white with tinge of cream on the lower petals and the enormous florets, opening 6—8 at a time, are well placed, of beautiful form and carried on very long stems. A mid-season variety with an assured future.

*) A. M. H. is Award of Merit Haarlem.

A. M. A. is Award of Merit Amsterdam.

A. M. B. is Award of Merit British Glad. Soc.

C. T. is Certificate of the Dutch Trialgrounds.

C. Ist. H. is Certificate first class Haarlem.

C. Ist. A. is Certificate first class Amsterdam.

C. Ist. B. is Certificate first class British Glad. Soc.

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Pfizers Gladiolus-Novelties of 1930

The following Gladioli have been offered to the trade for the first time autumn 1930 and are our own „Pfizers originations“

Andreas Hofer, A.M.H., A.M.A., C.T., very tall large-flowering exhibition variety with tender salmon orange color and small blotch, 10—12 well-placed large flowers open at the same time, making a tremendous long and graceful spike. Plants grow over 5 feet high, it is a midsummer bloomer which received very favorable comments.

Dr. Dürr, A.M.H., C.T., named in honor of the famous Chief-constructor of the Zeppelin Company, nice attractive creamy yellow novelty, very early. It beats Halley, Karl Volkert, Aida and was in full bloom when other early varieties started to show color, which makes this variety especially valuable. The 6—8 large well-placed flowers, open at a time, form a fine long spike of special distinction.

Erica Morini, A.M.H., C.T. This gladiolus is of the famous Pfizer's Triumph type with many similarities of this succesful variety. It flowers however three weeks earlier, makes stouter and much taller stems, has 6 or moore flowers open at a time and is therefore considered to be a big improvement. Flowers are slightly ruffled, 6—7 inches in diameter, with excellent substance. Color is warm salmon orange to orange red, it is an healthy and heavy grower, six feet high and without doubt a gladiolus with a future.

Pelegrina, A.M.H., A.M.A., a pure dark violet blue gladiolus, the two lower petals somewhat darker. This colour has not previously appeared in any gladiolus and stands the hottest sunshine in our gardens. Before the first of the 16—18 buds opens, almost all buds are showing color and this makes the spike with its perfectly placed flowers of noble form, very attractive. There are 6—8 flowers open at once; this variety is a good grower and wonderful propagator with special merits and we therefore consider it to be a very valuable acquisition.

Rosemarie Pfitzer, A.M.H., A.M.A. A particularly meritorious, large flowering variety with florets measuring over 6 inches. Color very light pink with creamy hue. The special merit of this gladiolus is the way it forms its extra large perfect spike, bearing a dozen slightly ruffled round flowers with extra lasting substance. It makes with us the best spike of all our introductions and will be a heavy competitor for the best spike at different future displays.

Schubert, A.M.H., A.M.A., C.T. Very lovely creamy-yellow gladiolus with vivid scarlet blotches, creating a pleasant harmonizing colorcombination, which invites general attention. As this variety is a very rapid grower and the color one in great demand we believe the propagation of a large stock will prove to be very profitable.

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Pfizers Gladiolus Novelties of 1929

The following Gladioli have been offered to the trade for the first time autumn 1929 and are our own „Pfizers originations“

Blue Danube. Wonderful pure amethyst-blue novelty with splendid dark blotch, making a very pleasing harmony in colors. The 6—8 big open flowers are gracefully arranged on the stem and form a nice tall well formed spike.

In 1928 it created much comment at the Show of the British Gladiolus Society in London and was considered to be the nearest blue yet seen.

Graf Zeppelin, A.M.H., A.M.A., A.M.B., C.T. Clear brilliant orange scarlet gladiolus with very small white feather on the lower petals, noble form and straight spike. It is without doubt a big improvement upon other varieties of this shade.

Libelle, A.M.H., A.M.A., A.M.B., C.T. A nice „blue“ novelty of heliotrope shade and an improvement on the famous gladiolus „Mrs. van Konynenburg“. The substance of the well expanded big blooms is very good as is also their placement. This variety was very favorably commented at lots of displays.

Maid of Orleans, A.M.H., A.M.A., A.M.B., C.T., C. Ist. H. A splendid new milky-white variety with distinctive light cream shade in the throat; a dull soft color. It makes an excellent spike. 6 feet high with 8—10 well arranged flowers of noble form, well placed. Moreover it is a fine grower and nice producer. At different European Shows it was proclaimed as the most prominent novelty of 1929.

Schwaben Girl (Schwabenmädchen), A.M.H., A.M.A., C.T. Pure pink without any other shade or blotch; a fine self color. It has large closely formed spikes, the 8—10 big open flowers having round petals. This gladiolus is one of the earliest to flower, a really splendid variety, and was highly praised at Haarlem during the 1931 Show.

Wolfgang von Goethe, A.M.H., A.M.A., A.M.B., C.T. Strong big gladiolus of salmon red raspberry color, lower petals overlaid with scarlet, which adds distinctiveness to the attractive color. The flowers are 7 inches in diameter, very noble in form and 8—10 open at a time. This variety is an excellent grower, 6 feet high and an early bloomer.

Württembergia. A very lovely scarlet color with a broad soft cream blotch. Large round flower of excellent substance and attractive shape. A first-class exhibition variety with a big future and no doubt one of the best mid-season gladiolus in existence.

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Pfizers Gladiolus-Novelties of 1928

The following Gladioli were offered to the trade for the first time in autumn 1928 and are our own „Pfizers originations“

Blue Triumphator, A.M.H., A.M.A., C.T., C.Ist.H. Very pale soft China-blue with silver gloss, lower petals overlaid with markings of bluish purple. We claim it to be largest gladiolus we ever saw, tall spike, 16–18 buds and generally 5–6 open flowers at one time. Everybody who had something to do with hybridizing will appreciate this marvellous creation in this shade, which is only in the world, new type of flowers and unsurpassed in size.

Commander Koehl, A.M.H., A.M.B., C.T. New strong gladiolus of glowing brilliancy, large blooms of a dark scarlet red color, warm shade without markings or blotches. The wing petals stand wide open, forming a triangle of $6\frac{1}{2}$ inches, the three remaining petals form another triangle of $5\frac{1}{2}$ inches along the sides. Plants grow up 5 feet and stand upright under practically all weather conditions. The 6–7 noble flowers have a fine open Gandavensis form and make an exceptionally long spike measuring 24 inches from top to the first flower. It is beyond question a very valuable improvement, certainly worth while growing and probably the best red Gladiolus in existence; we have received many letters from clients expressing their satisfaction with this variety. At Haarlem last year it received blue ribbons for the best introduction shown since 1928.

Fata Morgana, A.M.H., C.T., A.M.B. Peach-blossom shading to amber-yellow in the throat, a wonderful color-combination of unusual delicacy and harmony. The spike is quite regular in outline, the good sized very regularly formed blossoms of good substance are carried on tall, straight, graceful erect, stems, seven or more open at one time. This gladiolus grows up to 5 feet, the petals are slightly frilled, the color of the opening bud is rather deeper than when fully expanded. It is in its color an exhibition gladiolus almost unbeatable; the whole is a splendid improvement upon Phaenomen, being purer in color and producing better flowers. It is an artistic gladiolus, another new production worthy of your consideration.

Ludwig van Beethoven, A.M.B. A very striking new color, a smoky mauve shade, darker towards the edges. The two lower petals are marked with a few dark wine-red hairlines on a lighter ground. The large wide open flowers are gracefully arranged on tall and slender stems, good facing, forming an artistic spike. For a gladiolus the color is most attractive; it is a very strong grower and a healthy variety.

Moorish King, A.M.H., C.T. Very dark velvet mahogany-maroon color, substance of flowers almost like leather. It is without doubt an extra fine exhibition variety and one which lasts. The corms give dark elegant foliage of extra strong growth. It is a striking shade admired by every one and we had splendid results with this variety, at different shows. This variety reaches a height of 5 feet and over; the well-formed spike has 6–7 large blooms of 6 inches diameter open at a time. We certainly believe it to be the most prominent dark gladiolus brought out so far. It is a self color with no lines or blotches, a magnificent mid-season bloomer of particular beauty.

Queen Louise, A.M.H., A.M.A., A.M.B., C.T. A pure white gladiolus with striking round petals and light greenish centre. The exquisite fine variety throws a very heavy long spike of ideal form and massive prolific growth with at least 6–8 large flowers open at one time. In short time it secured a prominent position among the different excellent white improvements of the last few years. It was an easy winner of the best white variety shown at Haarlem 1931.

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Pfizers Gladiolus-Novelties of 1927

The following Gladioli were offered to the trade for the first time in autumn 1927 and are our own „Pfizers originations“

Ave Maria (Pfizer). One of the finest of the blue type. Large flowering light blue with very small purple blotches. The excellent facing and well expanded blooms are well placed and of good substance. It has beautiful spikes with 7-8 blooms open at a time. Its great merits are the noble form and size of the florets. Novelty destined to become very popular.

A. M. H., A. M. A., A. M. B., C. T., C. Ist. H.

Jonkh v. Tets (Pfizer). Immense pure white shade without blotches or throatmarkings, broad wellformed petals. It is a strong grower, 5 feet high, strong spike bearing 8 large flowers.

A. M. H., A. M. A., C. T.

Marocco (Pfizer). Among the dark-red varieties, this is the darkest. The well formed large blossoms have a beautiful deep velvety dark-red colour almost black, without any other shade. The flowers are well set on long straight spikes. We can recommend it very highly as absolutely the best in its color. A. M. H., C. T.

Mrs. Anna Pfizer (Mother Pfizer) (Pfizer). Large ruffled blossoms of delicate creamy white with greenish buds, very attractive color. Long flower-spike, blooms always well placed, 12 open at one time and of good substance. Strong, tall, straight and healthy variety. Each bloom 5 inches across. Excellent in every way and a grand show variety. We are sure that this beautiful novelty will take a prominent place among the very finest glads in existence. A. M. H., C. T. — „Floralia“ of August 5th writes: „Mrs. Anna Pfizer is white with soft greenish shade giving it a particular appearance. The mighty robust building of flower and stem gives this variety an imperial impression“.

Stuttgardia (Pfizer). This grand variety beats all red varieties. The color is brilliant-orange-scarlet, no blotches. It has very large expanded flowers of great substance, 5 inches across, 5-6 flowers open at one time. Very strong upright healthy grower with long strong spikes. The growth is like „Schwaben“ and it may be also called „Red Schwaben“.

It is a big improvement of any glad in its shade. A. M. H., A. M. B., A. M. A., C. Ist. B.

Yellow Perfection (Pfizer). As the name indicates the best large flowering deep yellow gladiolus known by us, producing the largest yellow spike, we ever saw. It is a very robust grower which we can highly recommend. A. M. H., C. T., A. M. A.

Pfizers Gladiolus-Novelties of 1926

The following Gladioli were offered for the first time in autumn 1926 and are our own „Pfizers originations“

Aida (Pfizer). Dark blue with darkred blotches without any white on lower petals; best early darkblue variety excellent propagator and grower, large flowering, very early; flowers before Halley. It is one of the best propagators and in our gardens 15% of the bulblets flower every year. A. M. H., C. T., A. M. B., A. M. A.

Alt-Wien (Pfizer). Light-blue in the centre passing into lavender; throat marked dark red and white. The blooms are of a fine roundish shape. A. M. B.

Carl Graf Chotek (Pfizer). Cream colored with pink hue with very effective bloodred blotches, well formed flowers and excellent spike, extra.

Coryphee (Pfizer). Soft pink, same color as the inside of a fresh cut Ophelia Rose. 8 to 10 big, round, well formed flowers open at a time, grows 6 ft. high. A. M. H., A. M. B., A. M. A., C. T.

Mrs. Gertrud Pfizer (Pfizer). Light china blue, violett centre; this variety with many well-formed flowers open at the same time on a beautiful spike will soon find a place in the garden of those who are growers of Gladioli. A. M. H.

Troubadour (Pfizer). Deep violet, 10 to 12 large flowers open at the same time forming a fine, long spike with a strong erect stalk. A. M. H., A. M. A.

For prices see page 7

Pricelist 1932-1933

Intro- duced	VARIETY		Description see page	Nr. 1	Nr. 2	Nr. 3	Nr. 4	Nr. 5	Nr. 6	Bulbets
				$1\frac{1}{2}$ " up	$1\frac{1}{4}$ "- $1\frac{1}{2}$ "	$1-1\frac{1}{4}$ "	$\frac{3}{4}-1$ "	$1\frac{1}{2}-\frac{3}{4}$ "	$1\frac{1}{4}-1\frac{1}{2}$ "	
				Dollar	Dollar	Dollar	Dollar	Dollar	Dollar	Dollar
1926	Aida	per 100	6	—	—	8.—	6.—	4.—	2.50	1.20
1926	Alt Wien	per 100	6	—	—	8.—	6.—	4.—	2.50	1.20
1930	Andreas Hofer	each	3	—	—	1.50	1.20	0.90	0.60	0.30
1932	Arabella	each	1	—	—	6.—	5.—	4.—	3.—	1.50
1927	Ave Maria	per 100	6	—	—	8.—	6.—	4.—	2.50	1.20
1931	J. S. Bach	each	2	—	—	6.—	5.—	4.—	3.—	1.50
1929	Blue Danube	each	4	—	—	1.—	0.80	0.60	0.40	0.20
1928	Blue Triumphator	each	5	—	—	1.—	0.80	0.60	0.40	0.20
1926	Carl Graf Chotek	per 100	6	—	—	8.—	6.—	4.—	2.50	1.20
1928	Commander Koehl	per 100	5	—	—	30.—	20.—	15.—	10.—	5.—
1926	Coryphée	per 100	6	—	—	8.—	6.—	4.—	2.50	1.20
1932	Do X	each	1	—	—	6.—	5.—	4.—	3.—	1.50
1930	Dr. Dürr	each	3	—	—	1.50	1.20	0.90	0.60	0.30
1930	Erica Morini	each	3	—	—	1.50	1.20	0.90	0.60	0.30
1928	Fata Morgana	per 100	5	—	—	30.—	20.—	15.—	10.—	5.—
1931	Gate of Heaven	each	2	—	—	8.—	7.—	6.—	5.—	2.50
1929	Graf Zeppelin	each	4	—	—	0.60	0.40	0.30	0.20	0.10
1925	Heavenly Blue	per 100	—	—	—	10.—	7.50	6.—	4.—	2.—
1932	Johann Strauss	each	1	—	—	6.—	5.—	4.—	3.—	1.50
1927	Jonkheer van Tets	per 100	6	—	—	10.—	7.50	6.—	4.—	2.—
1929	Libelle	each	4	—	—	1.—	0.80	0.60	0.40	0.20
1928	Ludwig van Beethoven	per 100	5	—	—	20.—	15.—	10.—	6.—	3.—
1929	Maid of Orleans	each	4	—	—	0.50	0.40	0.30	0.20	0.10
1932	Märchen (Fairy Tale)	each	1	—	—	7.—	6.—	5.—	4.—	2.—
1927	Marocco	per 100	6	—	—	8.—	6.—	4.—	2.50	1.20
1932	Max Reger	each	1	—	—	7.—	6.—	5.—	4.—	2.—
1928	Moorish King	each	5	—	—	0.60	0.40	0.30	0.20	0.10
1927	Mrs. Anna Plitzer	per 100	6	—	—	8.—	6.—	4.—	2.50	1.20
1926	Mrs. Gertrud Plitzer	per 100	6	—	—	10.—	7.50	6.—	4.—	2.—
1930	Pélégrina	each	3	—	—	1.75	1.50	1.—	0.50	0.25
1928	Queen Louise	per 100	5	—	—	30.—	20.—	15.—	10.—	5.—
1930	Rosemarie Plitzer	each	3	—	—	1.50	1.20	0.90	0.60	0.30
1930	Schubert	each	3	—	—	1.50	1.20	0.90	0.60	0.30
1929	Schwaben Girl	each	4	—	—	0.60	0.40	0.30	0.20	0.10
1931	Seestern	each	2	—	—	6.—	5.—	4.—	3.—	1.50
1932	Sonate	each	1	—	—	6.—	5.—	4.—	3.—	1.50
1931	Star of Bethlehem	each	2	—	—	7.—	6.—	5.—	4.—	2.—
1927	Stuttgardia	per 100	6	—	—	10.—	7.50	6.—	4.—	2.—
1926	Troubadour	per 100	6	—	—	10.—	7.50	5.50	3.—	1.50
1922	Veilchenblau	per 100	—	—	—	8.—	6.—	4.—	2.50	1.20
1929	Wolfgang von Goethe	each	4	—	—	0.60	0.40	0.30	0.20	0.10
1929	Württembergia	each	4	—	—	0.60	0.40	0.30	0.20	0.10
1927	Yellow Perfection	per 100	6	—	—	10.—	7.50	6.—	4.—	2.—

Prices of Nr. 1 and Nr. 2 bulbs on request.

Gold Clause. Above prices are based on the exchange Dollar 1.— equal to 4.20 Reichsmark gold currency and have to be changed accordingly in case there is any difference between these two rates of exchange.

VARIETIES QUOTED PER 100,
25 BULBS AT THE 100 RATE,
SMALLER QUANTITIES 50% HIGHER

Terms of sale

Prices are quoted net and subject to market fluctuations without notice. All goods travel at purchaser's risk and expense.

Remittances or a first class business reference should accompany orders from new customers. Complaints and claims about the quality of the goods cannot be considered unless made immediately upon receipt of same. If the goods are damaged, the claim must be accompanied by a sworn affidavit stating all particulars.

We give no warranty, expressed or implied, and will not be in any way responsible for the results of planting of any bulbs we sent out; we guarantee all varieties to be true to name and descriptions, to a maximum of amount charged on invoice.

Orders are accepted subject to general crop-conditions.

All prices mentioned in this catalog are strictly nett, for orders over Dollar 500.— we charge special wholesale prices. For cash with order or payment within 30 days after date of invoice we allow 3% cash discount.

Those who remit check or money-order with order please note that packing and postage is Dollar 1.50 for each parcel. This amount also includes insurance which is covered by us.

By placing orders, buyer is considered to agree with these terms.

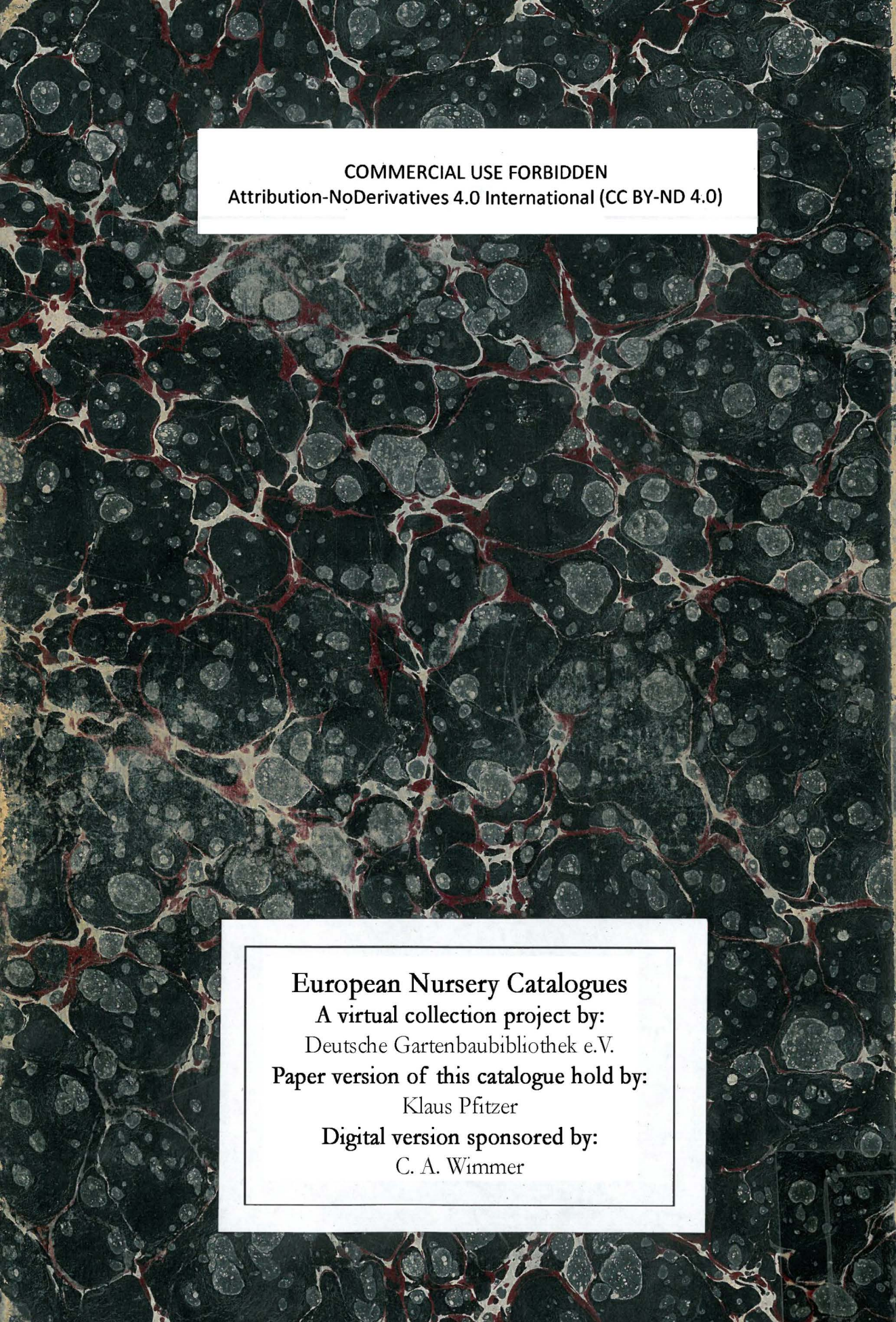
How to proceed

1. **Permits.** To import our gladiolus into the United States of America or Canada special permit is required from the Authorities.
2. **U.S.A. Regulations.** Official regulation Nr. 14 for the U.S.A. runs als follows:
„Application may be made to the Secretary of Agriculture for special permits for the importation, in limited quantities and under conditions and safeguards to be prescribed in such permits, of nursery stock and other plants for the purpose of keeping the country supplied with new varieties and necessary propagating stock, or for any necessary experimental, educational, or scientific purpose“.
Application Form Nr. 207 will be sent on request by the Federal Horticultural Board, Department of Agriculture, Washington D.C. We advise to use printed stationery or to enclose business card. The maximum a grower can import each year is 5000 gladiolus bulbs or 25000 bulblets.
3. **Canadian Regulations.** To import Gladiolus in Canada, special permit will be furnished by the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, Ont. We have to know the number of the Canadian permit to mention this upon the parcels and invoices and need the white mailing tags, issued by the Board to affix to parcels, one for each parcel.
4. **Mailing Tags.** Please send with order the green and yellow mailing tags for the U.S.A. or white labels for Canada. Do not wait to secure permit till shipping time; we cannot forward a considerable number of parcels every year because mailing tags reach us too late. In general we cannot ship glads after April 1st. at the latest, as our planting season is rather early.
5. **Shipping Time.** We ship our bulbs in the beginning of March as a rule (unless wanted earlier by special request) and prefer to do so by parcel post.
6. **Time of ordering.** Ordering early will insure the reservation of varieties that lateron may be sold out and save disappointment. Of all varieties supply is still very limited and all orders are accepted subject to sufficient crop and prior sale.

Special Note for Australia and New Zealand Customers

We have a long experience in shipping gladiolus to Australia and we receive reports every year, informing us of splendid condition in which they arrive and excellent results obtained from our gladioli there.

For those who add check or money-order with order please note that packing and postage to destination is Dollar 2.— for each parcel. This amount also includes insurance which is covered by us. Ordering early will insure the reservation of varieties that later may be sold out and save disappointment. All new varieties are still in very limited supply and all orders are accepted subject to sufficient crop and prior sale.



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